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United Supermarkets' Jacksboro Hwy. Location to Get New Look, New Services through Remodel

Store also will get new logo, décor package; C-Store also under construction

(LUBBOCK, Texas) – Guests of the [United Supermarkets'](#) Jacksboro Highway location in Wichita Falls will soon see a fresh new look and added services due to a store remodeling effort that is now underway.

The project is set for completion by mid-May, and the store, located at 4516 Jacksboro Highway, will maintain regular business hours (6 a.m. to 10 p.m.) throughout the remodeling period, according to Mark Yowell, regional vice president of United Supermarkets, LLC.

Guests will enjoy several new product offerings, including an expanded dairy section and other updates inside the store, along with updated landscaping outside.



“Just about every department will be touched during this project,” Yowell said. “Guests will also see new lighting in the produce department, an updated floor, and new cases in the bakery, produce, deli and market. We know this project will be an inconvenience for our Wichita Falls guests for a few weeks, but we believe they will appreciate the enhancements and enjoy the new look when it’s all done.”

Guests will also notice a brand-new décor package in the store featuring “active and engaging” vivid colors, according to Monica Schierbaum, senior director of marketing for United Supermarkets, LLC.

Another noticeable change is the addition of a single star at the center of the logo, emblematic of the Lone Star State. “We are a Texas company, and we’ve always been inspired by the spirit, independence and self-sufficiency of Texans,” Schierbaum said. “We’ve got Texas communities in our heart, and we want our stores to reflect the warmth and generosity you find in a small Texas town.”

United began construction in February on its first full-service United Express convenience store in Wichita Falls, which is adjacent to the store. The C-store is targeted for completion in mid-August, according to Rob Bichard, the company's director of facilities, and will be United's ninth standalone convenience store. Hours of operation will mirror the main store – 6 a.m. to 10 p.m. daily.

About The United Family™

Now in its 98th year of operation, United Supermarkets, LLC – d.b.a The United Family™ – is a Texas-based grocery chain with stores in 31 markets across north and west Texas. A self-distributing company with its headquarters in Lubbock and distribution centers in Lubbock and Roanoke, United currently operates 60 stores under four unique brands: United Supermarkets, Market Street, Amigos and United Express, along with ancillary operations R.C. Taylor Distributing, Praters and Llano Logistics.

The company is a wholly-owned subsidiary of Albertson's LLC.

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